

**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2004

**New**      **X**

**Previous Year (below line/defer)**

**Issue:** Assess the feasibility of developing a program that would facilitate partnerships between local business and Sunnyvale child care providers for the purpose of assisting local business with contributing funding, supplies, equipment, or pro-bono services to Sunnyvale child care programs.

**Lead Department:** OCM

**General Plan Element or Sub-Element:** 5 Socio-Economic

**1. What are the key elements of the issue? What precipitated it?**

This study would determine the feasibility of developing a program that links local business and Sunnyvale child care programs, with the goal of enhancing and sustaining quality child care programs in Sunnyvale. This study would involve:

- 1) researching current models of business/child care partnerships, including pros and cons of such partnerships. For example, the City of Seattle provides funding to a nonprofit organization that facilitates business-child care partnerships, allowing local employers to contribute funding, supplies, equipment, or pro-bono services to local child care programs.
- 2) conducting a needs assessment of child care programs in Sunnyvale to determine the types of resources needed
- 3) conducting a resource assessment of local employers to determine their interest in participating in such a program and resources that could be contributed
- 4) assessing how to best market such a program to business and providers

This study was precipitated by feedback from Sunnyvale child care providers about the difficulties they face with securing resources to improve the quality of their programs, as well as from community members who have resources to donate to providers. The Local Investment in Child Care (LINCC) Project, a county-wide project, initiated a dialogue between businesses and child care providers, which highlighted a need for a program of this type. Although the LINCC program is no longer in existence, the Child Care Advisory Board believes that it is important for this work to continue.

**2. How does this relate to the General Plan or existing City Policy?**

5.1H.1 Support efforts to increase the availability, quality and affordability of child care in North Santa Clara County.

### 3. Origin of issue:

**Councilmember:**

**General Plan:**

**Staff:**

**BOARD or COMMISSION**

## Arts

## Housing & Human Svcs

### Bldg. Code of Appeals

Library

**BPAC**

**Parks & Rec.**

**CCAB**

**X**

## Personnel

## Heritage & Preservation

## Planning

**Board / Commission Ranking/Comment:**

CCAB **Board / Commission ranked 1 of 3**

4. Multiple Year Project? Yes ☒ No ☐ Expected Year of Completion 2005

**5. Estimated work hours for completion of the study issue.**

(a) Estimated work hours from the lead department	300
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**(b) Estimated work hours from consultant(s):**

(c) Estimated work hours from the City Attorney's Office: 0

**(d) List any other department(s) and number of work hours:**

**Department(s):** CDD 50

**Total Estimated Hours:** 350

**6. Expected participation involved in the study issue process?**

(a) Does Council need to approve a work plan?	Yes	No X
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<b>(b) Does this issue require review by a Board/Commission?</b>	<b>Yes X</b>	<b>No</b>
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**If so, which Board/Commission?** CCAB

<b>(c) Is a Council Study Session anticipated?</b>	<b>Yes</b>	<b>No X</b>
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**(d) What is the public participation process?**

Outreach to Sunnyvale child care providers and local businesses. Public hearings at CCAB and City Council meetings.

**7. Estimated Fiscal Impact:**

<b>Cost of Study</b>	\$ _____
<b>Capital Budget Costs</b>	\$ _____
<b>New Annual Operating Costs</b>	\$ _____
<b>New Revenues or Savings</b>	\$ _____
<b>10 Year RAP Total</b>	\$ _____
<b>Budget Modification Needed</b>	\$ _____

**8. Staff Recommendation**

**Recommended for Study**

**Against Study**

**No Recommendation**

**X**

Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

*reviewed by*

\_\_\_\_\_  
**Department Director**

\_\_\_\_\_  
**Date**

*approved by*

\_\_\_\_\_  
**City Manager**

\_\_\_\_\_  
**Date**